

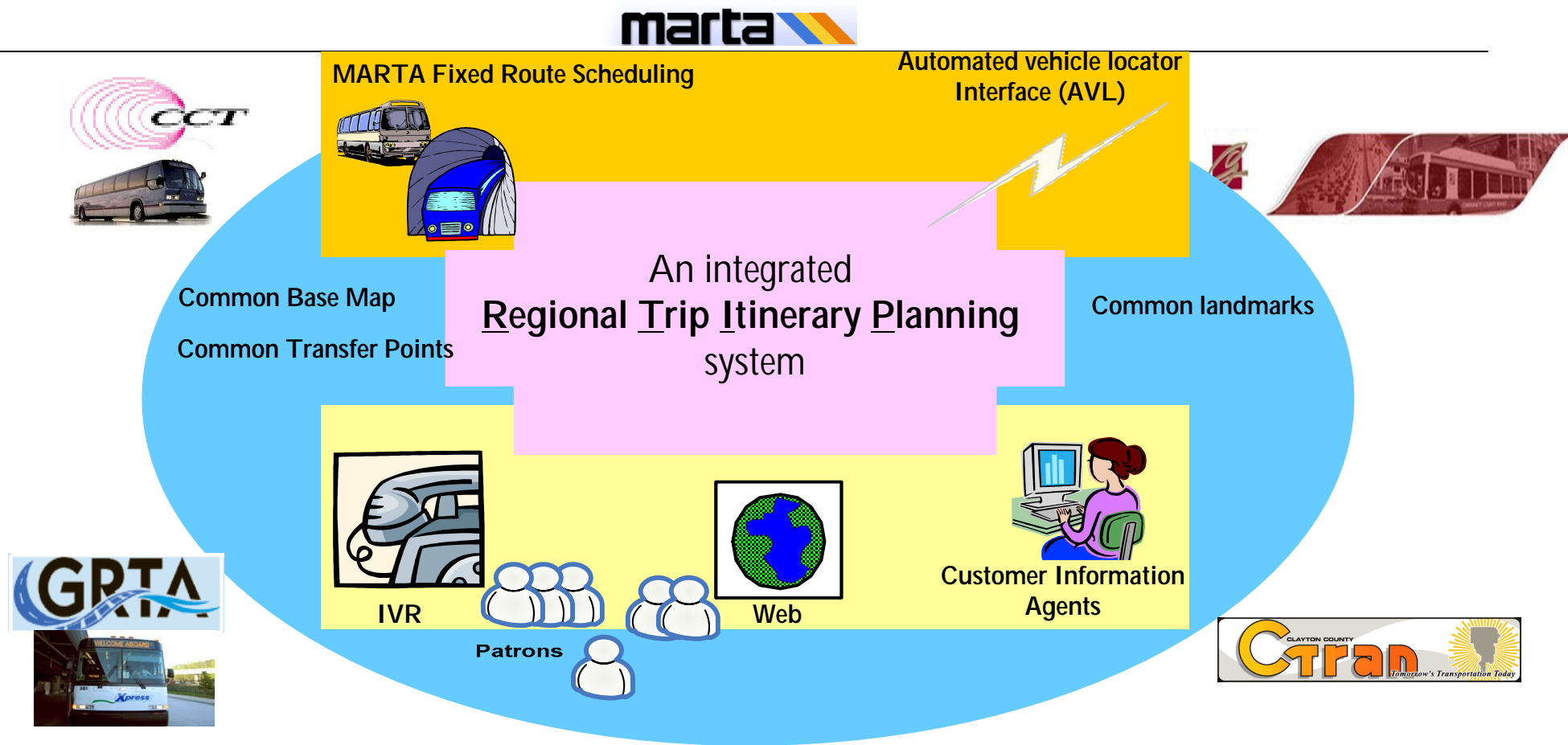
Regional Trip Itinerary Planning Project

May 2007



Integrated Regional Trip Itinerary Planning System

TAB 1 - Agenda Item # V.2.B.iii.



Regional Trip Itinerary Planning will enable patrons and visitors to obtain travel and events information across Metro Atlanta region.



Benefits from Regional Trip Itinerary Planning

- More accessible transit information with a potential for increased revenues and ridership
- Comprehensive trip planning for customers traveling from one partner to another.
- Continue the partnership established as part of Breeze system
- Leverage the technical infrastructure



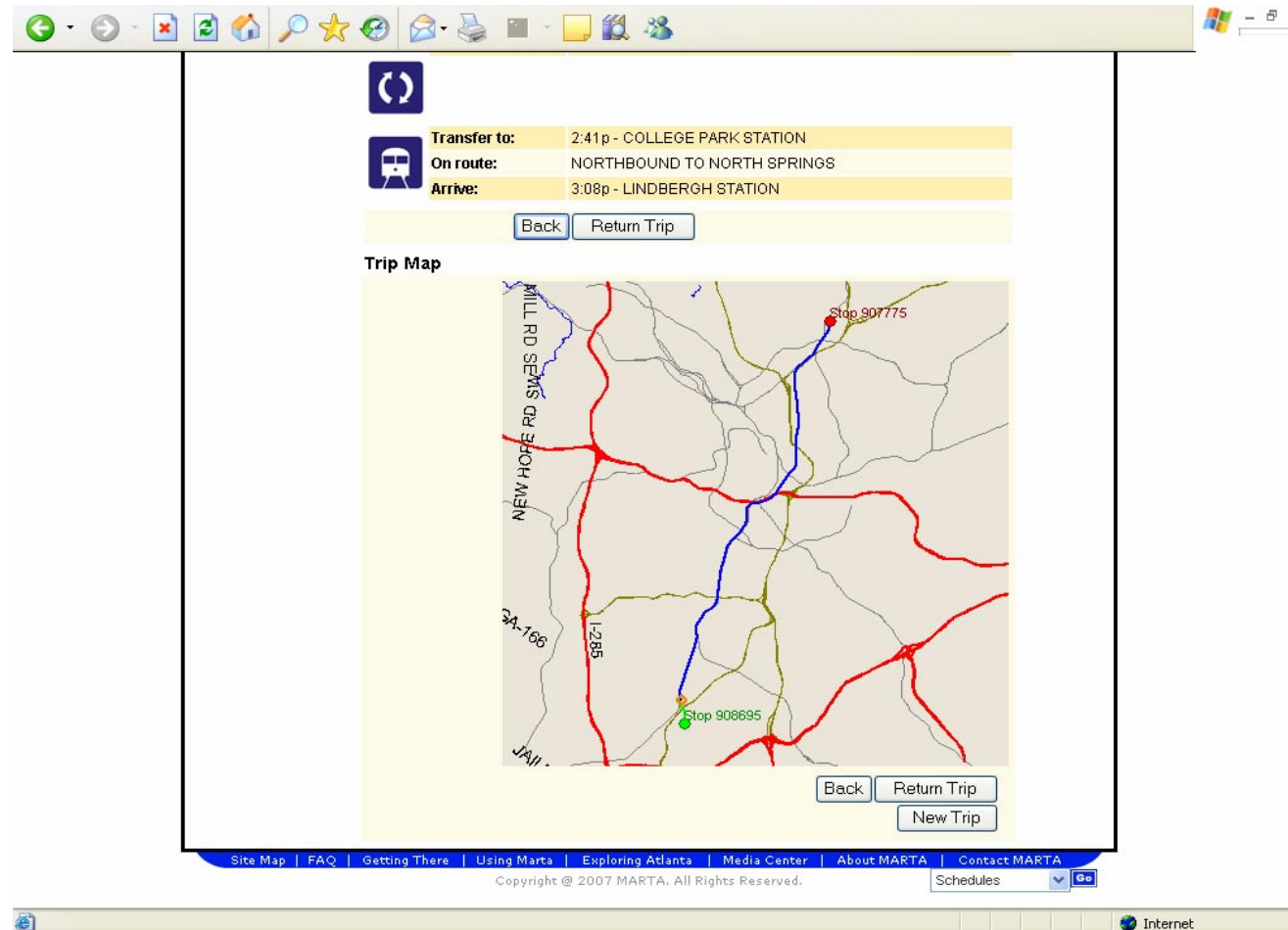
Overall Status

- Call Center
 - Complete and In Service since July 2006
- Web based Trip Itinerary Planning
 - Complete
 - Web systems Hardware & Software Infrastructure
 - Current
 - Testing
 - Upcoming
 - Marketing Campaigns & Launch
- Interactive Voice Response System: Next Bus / Route / Schedule Information via phone
 - Complete
 - IVR systems Hardware & Software Infrastructure
 - Bus Stop renumbering (database)
 - Current
 - Testing
 - Upcoming
 - Marketing Campaigns & Launch



INFO-Web – Sneak Peek

TAB 5 – Agenda Item # V.2.B.iii.



Regional Implementation Status

- Complete
 - Project Kick-Off: Aug 2006
 - Letters of Intent: Sep 2006
 - Initial Partner Assessments: Nov 06 – Jan 07
 - Analysis and Recommendations from Trapeze: Jan 07
 - Legal Agreement Draft Reviews: Apr 07
- Current
 - Working with Trapeze to enter partner data received thus far



Regional Implementation Status

- Upcoming
 - Legal Agreement Approvals and Sign-Offs – Target May-June 07
 - Training – Target June 07
 - Training dependent on signing of Legal Agreements with all partners
 - Includes system and call center training
 - Data Updates and Testing – Target July – August 07
 - Update respective data in Trapeze after training
 - Test RTIP system with regional itineraries
 - Regional Launches – Target August 07
 - Exact schedules to be determined per legal agreement, data updates, and testing



RTIP Investment & Commitment

- Capital investment – \$2.9M
- MARTA's on-going commitment
 - Hardware maintenance
 - Software maintenance & licensing
 - Database administration
 - GIS data & mapping administration
 - Web site maintenance
 - **System administration (requesting partner participation)**



Commitment from MARTA

- Take the lead agency role in enabling the “Regional capability”
- Provide core platform and infrastructure (H/W and S/W)
- Vendor selection and negotiations regarding S/W licenses, services and support
- Selected a vendor that will provide software and system implementation, training and data-development support
- Provide overall project leadership and guidance during and after project implementation



Questions?

